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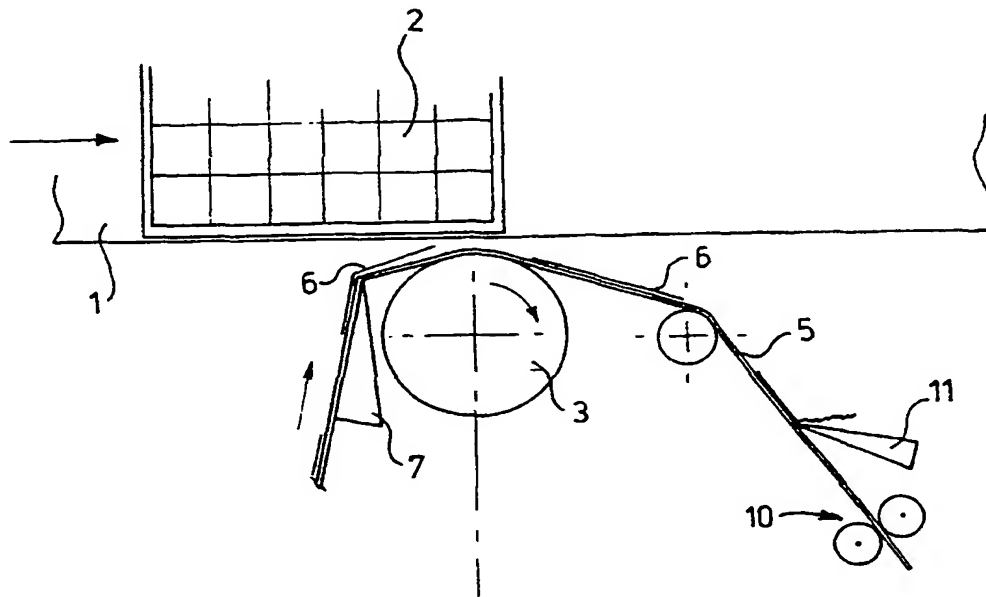
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ning of each regular issue of the PCT Gazette.

(54) Title: METHOD AND DEVICE FOR APPLYING AN IMPRINT OR LABEL TO AN OBJECT



(57) Abstract: The invention relates to a method for applying an imprint or label to an object, such as a container, in which: a support belt bearing separated labels is fed to an application head, the labels being attached to the support belt by a support side and being provided with an adhesive on an application side, an object is fed to the application head, and the adhesive of the label is brought into contact with the object with the aid of the application head, in which method the support belt is deformed upstream of the application head in such a manner that the adhesion of the support side of the label to the support belt is reduced.

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